



Madison Gas and Electric Company

P.O. Box 1231
Madison, WI 53701-1231
608-252-7000

your community energy company

January 31, 2002

Mr. Dan Sage
Public Service Commission of Wisconsin
Post Office Box 7854
Madison, Wisconsin 53707-7854

Dear Mr. Sage:

I have enclosed information concerning the Customer Satisfaction requirements of PSCW 113 for 2001.

If you have any questions concerning this information, please contact me at 252-7085.

Sincerely,

A handwritten signature in cursive script, reading "Karen A. Matteoni".

Karen A. Matteoni
Customer Satisfaction Manager

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Enclosures

2001 Home Energy Survey

Data Resource Book

Prepared for

Madison Gas & Electric

December 2001

by

**Gene Kroupa & Associates
Madison, Wisconsin
(608) 231-2250**

Executive Summary

The 2001 Home Energy Survey is the fourteenth time the survey has been conducted. Questionnaires were mailed to 2,222 customers on November 5-6, 2001. Customers were selected from a random pool of all residential customers. Special attention was given to making the sample more representative by including customers living in apartments and those residing in outlying service areas. As a result, some changes reported may reflect the sample distribution between owners and renters. A total of 1,051 usable questionnaires were received by the December 7, 2001 cutoff date for a 47% response rate. Assistance with questionnaire development, auditing, data entry, analysis and report preparation were provided by Gene Kroupa & Associates, a marketing research firm with extensive utility experience.

F. Customer Satisfaction

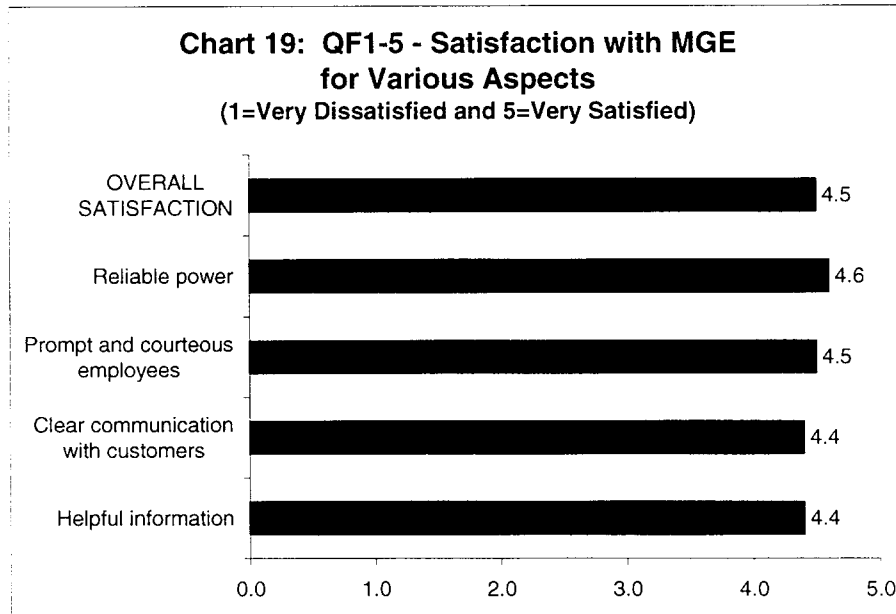
1. More than nine in 10 (93%) are either SOMEWHAT or VERY SATISFIED with MGE for reliable power. Only 3% are SOMEWHAT or VERY DISSATISFIED, while 3% are neither satisfied nor dissatisfied. The mean rating score is 4.6 out of 5.0.
2. Nine in 10 (90%) are either SOMEWHAT or VERY SATISFIED with MGE for prompt and courteous employees. Only 4% are SOMEWHAT or VERY DISSATISFIED, while 6% are neither satisfied nor dissatisfied. The mean rating score is 4.5 out of 5.0.
3. Nearly nine in 10 (87%) are either SOMEWHAT or VERY SATISFIED with MGE for clear communication with customers. Only 4% are SOMEWHAT or VERY DISSATISFIED, while 9% are neither satisfied nor dissatisfied. The mean rating score is 4.4 out of 5.0.
4. Less than nine in 10 (86%) are either SOMEWHAT or VERY SATISFIED with MGE for helpful information. Only 3% are SOMEWHAT or VERY DISSATISFIED, while 10% are neither satisfied nor dissatisfied. The mean rating score is 4.4 out of 5.0.
5. Nine in 10 (90%) are either SOMEWHAT or VERY SATISFIED overall with MGE, compared with 77% in 1999. Only 4% are SOMEWHAT or VERY DISSATISFIED, while 6% are neither satisfied nor dissatisfied. The mean rating score is 4.5 out of 5.0.

II. Results & Conclusions

The results and conclusions presented below are based on our analysis and interpretation of data provided by 1,051 MGE residential customers.

F. Customer Satisfaction

Customers were asked to rate their level of satisfaction/dissatisfaction with MGE for various services on a 5-point scale where 1=VERY DISSATISFIED and 5=VERY SATISFIED.



1. **More than nine in 10 (93%) are either SOMEWHAT or VERY SATISFIED with MGE for reliable power.** Only 3% are SOMEWHAT or VERY DISSATISFIED, while 3% are neither satisfied nor dissatisfied. The mean rating score is 4.6, with a median of 5.0.
 - a. Those who live in a duplex (4.8) gave the highest mean rating to MGE for reliable power, followed by single-family home (4.6), apartment building (4.6), townhouse (4.4) and condominium (4.3) dwellers.
2. **Nine in 10 (90%) are either SOMEWHAT or VERY SATISFIED with MGE for prompt and courteous employees.** Only 4% are SOMEWHAT or VERY DISSATISFIED, while 6% are neither satisfied nor dissatisfied. The mean rating score is 4.5, with a median of 5.0.
 - a. Those who live in a duplex (4.6) gave the highest mean rating to MGE for prompt and courteous employees, followed by single-family home (4.5), apartment building (4.5), condominium (4.5) and townhouse (4.4) dwellers.
 - b. Those living in homes built between 1980-89 (4.7) and 1960-69 (4.7) gave the highest mean ratings to MGE for prompt and courteous employees, while those living in homes built between 1970-79 (4.2) gave the lowest mean rating. The rest gave ratings of either 4.5 or 4.6.
3. **Nearly nine in 10 (87%) are either SOMEWHAT or VERY SATISFIED with MGE for clear communication with customers.** Only 4% are SOMEWHAT or VERY

DISSATISFIED, while 9% are neither satisfied nor dissatisfied. The mean rating score is 4.4, with a median of 5.0.

- a. Those living in homes built between 1960-69 (4.5), 1980-89 (4.5) and 1950-59 (4.5) gave the highest mean ratings to MGE for clear communication with customers, while those living in homes constructed between 1970-79 (4.2) gave the lowest rating.

4. **Less than nine in 10 (86%) are either SOMEWHAT or VERY SATISFIED with MGE for helpful information.** Only 3% are SOMEWHAT or VERY DISSATISFIED, while 10% are neither satisfied nor dissatisfied. The mean rating score is 4.4, with a median of 5.0.

- a. There are no significant differences in mean ratings by demographics for satisfaction with MGE for helpful information.

4. **Nine in 10 (90%) are either SOMEWHAT or VERY SATISFIED overall with MGE, compared with 77% in 1999.** Only 4% are SOMEWHAT or VERY DISSATISFIED, while 6% are neither satisfied nor dissatisfied. The mean rating score is 4.5, with a median of 5.0, compared with a mean of 4.1 and a median of 4.0 in 1999.

- a. There are no significant differences in mean ratings by demographics for overall satisfaction with MGE.

TABLE F1
SATISFACTION WITH MGE

F1 SATISFACTION BY CUSTOMER GROUP	CUSTOMER GROUP										Total	
	GAS ONLY		ELECTRICITY ONLY		BOTH GAS AND ELECTRICITY		NO ANSWER		DONT KNOW		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
VERY DISSATISFIED FOR RELIABLE POWER												
2	4	2.0%	1	.7%	17	2.6%	1	12.5%	1	5.3%	24	2.3%
3	0	.0%	3	2.2%	8	1.2%	0	.0%	0	.0%	11	1.1%
4	5	2.5%	4	2.9%	23	3.5%	0	.0%	2	10.5%	34	3.3%
VERY SATISFIED	37	18.7%	28	20.1%	133	20.2%	2	25.0%	6	31.6%	206	20.1%
Total	152	76.8%	103	74.1%	479	72.6%	5	62.5%	10	52.6%	749	73.1%
VERY DISSATISFIED FOR PROMPT AND COURTEOUS EMPLOYEES												
2	198	100.0%	139	100.0%	660	100.0%	8	100.0%	19	100.0%	1024	100.0%
3	3	2.0%	1	1.0%	12	2.3%	1	16.7%	1	7.1%	18	2.3%
4	1	.7%	5	5.0%	8	1.5%	1	16.7%	0	.0%	15	1.9%
VERY SATISFIED	9	5.9%	7	6.9%	33	6.3%	0	.0%	1	7.1%	50	6.3%
Total	34	22.2%	20	19.8%	120	22.9%	1	16.7%	6	42.9%	181	22.7%
VERY DISSATISFIED FOR CLEAR COMMUNICATION WITH CUSTOMERS												
2	106	69.3%	68	67.3%	351	67.0%	3	50.0%	6	42.9%	534	66.9%
3	153	100.0%	101	100.0%	524	100.0%	6	100.0%	14	100.0%	798	100.0%
4	3	1.8%	2	1.7%	14	2.5%	1	14.3%	1	6.3%	21	2.4%
VERY SATISFIED	1	.6%	3	2.6%	13	2.3%	0	.0%	0	.0%	17	1.9%
Total	13	7.7%	12	10.3%	48	8.5%	0	.0%	2	12.5%	75	8.6%
VERY DISSATISFIED FOR HELPFUL INFORMATION												
2	60	35.5%	37	31.6%	170	30.0%	1	14.3%	8	50.0%	276	31.5%
3	92	54.4%	63	53.8%	322	56.8%	5	71.4%	5	31.3%	487	55.6%
4	169	100.0%	117	100.0%	567	100.0%	7	100.0%	16	100.0%	876	100.0%
VERY SATISFIED	2	1.1%	3	2.4%	11	1.8%	1	14.3%	0	.0%	17	1.8%
Total	2	1.1%	1	.8%	11	1.8%	0	.0%	0	.0%	14	1.5%
VERY DISSATISFIED OVERALL SATISFACTION WITH MGE												
2	21	11.9%	9	7.2%	63	10.6%	1	14.3%	2	11.1%	96	10.4%
3	56	31.6%	42	33.6%	181	30.4%	1	14.3%	6	33.3%	286	31.0%
4	96	54.2%	70	56.0%	330	55.4%	4	57.1%	10	55.6%	510	55.3%
VERY SATISFIED	177	100.0%	125	100.0%	596	100.0%	7	100.0%	18	100.0%	923	100.0%
VERY DISSATISFIED	2	1.0%	2	1.4%	16	2.4%	1	12.5%	0	.0%	21	2.0%
2	2	1.0%	4	2.8%	11	1.7%	0	.0%	0	.0%	17	1.7%
3	9	4.5%	9	6.3%	43	6.5%	1	12.5%	2	10.0%	64	6.2%
4	56	28.0%	32	22.5%	191	29.1%	1	12.5%	9	45.0%	289	28.1%
VERY SATISFIED	131	65.5%	95	66.9%	396	60.3%	5	62.5%	9	45.0%	636	61.9%
Total	200	100.0%	142	100.0%	657	100.0%	8	100.0%	20	100.0%	1027	100.0%

**PERCENTS BASED ON VALID RESPONSES, WITH DONT KNOW, NOT APPLICABLE AND NO ANSWER RESPONSES REMOVED